

ECONOMIC DEVELOPMENT MARKETING SPECIALIST

General Statement of Duties

Performs professional technology work to ensure an active web presence to enhance the County's Economic Development websites and supports and enhances the marketing strategies to promote the County to outside industries via the Internet and written material.

Distinguishing Features of the Class

An employee in this class is responsible for consulting with local officials, community leaders, and industry executives for the purpose of promoting the industrial growth through expansion and retention of existing industrial bases, and attraction of new business into the County. Employee is also responsible for planning, designing, developing, and maintaining the Caldwell County Economic Development internet websites including Internet marketing, providing technical advice on internet marketing and public relations use being creative in innovative use of the internet for marketing, and managing related contracted services. Work involves developing maintaining data, statistics, and publications which portray the economic potential of the county; graphic design, implementing new web technologies, troubleshooting site problems, analysis of user visits to the website and determination of effectiveness and decision making on changes and enhancements, and coordination and integration of technology to support all programs and activities. The employee must exercise initiative, creativity and independent judgment in all phases of work. Work is performed under the supervision of the Economic Development Director and is evaluated through discussion, website statistics on use and response from the public.

Duties and Responsibilities

Essential Duties and Tasks

Plans, organizes, manages and evaluates the content, form, style, applications, and software requirements of the Economic Development internet website; continuously assess effectiveness of web design and usability and advertising trends.

Creates advertising for the web using research and statistical data to determine performance and cost effectiveness; plans when ads are placed to ensure proper coverage throughout the year; negotiates rates; prepares graphic materials.

Plans and evaluates website and other internet technological use for internet marketing; recommends E-marketing strategies, designs ads, determines placement on internet and links and tracks; reviews vendor relationships for cost, performance and quality of service; uses data and research to make recommendations based on cost-benefit analysis.

Develops new and updates websites for economic development and retention.

Edits content, photos, links, forms, business listings, maps and special promotions online; monitors and updates links to other area websites, including providing logos, photographs and ads.

Develops and maintains effective social media pages to interact with visitors and residents using social networking such as Facebook, Twitter, and YouTube; provides information and discussions via social networking sites to promote various aspects of the County.

Sends out monthly newsletters through e-blasts; analyzes open rates and Click Through Rate (CTR) in order to adjust future e-blasts to increase effectiveness.

Prepares news releases, industry listings, and inventory of commercial and industrial building sites.

Researches and subscribes to informational news letters, views webinars, attends conferences and reads reports to increase and enhance professional knowledge.

Additional Job Duties

Performs related duties as required.

Recruitment and Selection Guidelines

Knowledge, Skills, and Abilities

Considerable knowledge of the terminology, concepts, requirements and techniques of current web technologies, internet applications and website development.

Considerable knowledge of trends in website design and functionality, internet advertising and social networking.

Considerable knowledge of and skills in utilizing graphic, publishing, and work processing software programs including Adobe InDesign, Illustrator and Photoshop, Content Management System, Spitfire Photo, etc.

Considerable knowledge of effective writing, AP style and graphic presentation practices and techniques.

Considerable knowledge of area attractions, businesses, and industries.

Considerable knowledge of economic, social, and technological resources available in the economic development field.

Skills in data collection and analysis, and establishment of data bases about pertinent County statistics and demographics.

Skill in graphic arts including design, layout, color usage, and photo treatment.

Ability to work independently and to be creative and innovative.

Ability to communicate effectively in oral and written forms.

Ability to establish and maintain effective working relationships with co-workers, Director, management, County businesses, vendors and the general public and other employees

Ability and willingness to stay current and actively seek new information and technology in the field of web design and internet marketing.

Physical Requirements

Must be able to perform the physical life operational functions of reaching, pulling, pushing, fingering, grasping, feeling, talking, hearing, and repetitive motions.

Must be able to perform sedentary work exerting up to 10 pounds of force occasionally and/or a negligible amount of force frequently to move objects.

Must possess the visual acuity to prepare and analyze data and figures, to operate a computer, to read extensively, and to perform visual inspections and proof work.

Special Requirements

Possession of a valid North Carolina driver's license.

Desirable Education and Experience

Graduation from an accredited college or university with a bachelor's degree in journalism or related field with a concentration in Internet marketing and some progressively responsible experience in web design and internet marketing; or an equivalent combination of training and experience.